



**DIGITAL SERVICES ACT**

# **TRANSPARENCY REPORT**



**February 2025**

# INTRODUCTION

Bumble was founded on the belief that when you make the dating experience better for women, you make it better for all. We believe that kindness is essential to connection, and connection is key to a happy healthy life. So, our entire product development process is guided by the goal of fostering interactions rooted in kindness, respect, and safety. Keeping our members safe is paramount, and our platforms are built with safety by design.

This report is published in accordance with the transparency reporting requirements under Articles 15 of the European Union's Digital Services Act (Regulation (E.U.) 2022/2065) ('DSA'). This report includes metrics underlying the safety measures we implement at Bumble. Our report covers metrics from the 17th of February, 2024 - 31st of December, 2024, and we have set out the limitations to our reporting in each of the relevant sections. This report contains data relating to the E.U. Member States.

# CONTENT MODERATION OVERVIEW

Bumble sets the standard for online digital dating, by creating spaces that aim to foster kind, fun, and safe interactions. We anchor our vision for Kind Connections™ in thoughtful safety strategies, policies, features, and programmes, relying on the expertise of multi-disciplinary, cross-functional teams to implement them. To ensure we foster safe interactions, we take action on content and accounts that violate our [Terms of Service](#) and [Community Guidelines](#). We are committed to being transparent with our community about the moderation actions we take.

## Community Guidelines

Our Community Guidelines lay out robust guardrails for harmful and illegal content and behaviour both on and off our platforms. They are consistently enforced using a combination of preventive and remediative systems. These guidelines prohibit victim-blaming and shaming, provide an expansive definition of sexual assault, and limit the use of artificially generated profile imagery to mislead others. Our members are expected to uphold these standards both on and off our app. In the following sections we refer to users as "members".

## Automated tools

At Bumble, we strive to create kind and equitable connections by deploying a combination of automated systems, member controls, and dedicated human-led moderation to identify, review, and action content, as necessary.

We use technology to identify potentially violating content and behaviour, and take automated actions or enqueue the content or profile for further review by our human moderation teams. This ensures we are able to take additional

context into account, as appropriate. Our automated tools and systems include the following:

- **Private Detector™** is a safety feature assisted by artificial intelligence ('AI'), which automatically identifies and blurs potentially lewd images shared on Bumble. Members can decide if they would like to view blurred images and are provided with an easy path to report the sender, if needed. In 2022, we open-sourced this technology to enable other tech companies to prevent members from receiving unwanted explicit content.
- **Deception Detector™** uses AI to help identify potentially inauthentic accounts aiming to take action before members even see them. The model introduces a fast and reliable machine learning-based approach to assess the authenticity of profiles on our platform. This technology is used in conjunction with dedicated human support to prioritise a safe and empowering community.
- **Keyword lists, business logic rules, and machine learning models** may be used to identify violations of our Community Guidelines, when appropriate.

More details about our automated content moderation can be found starting on Page 9.

## Human review

We deploy a mixture of automation and human moderators to review potential violations of our Community Guidelines. This ensures that more complex cases are reviewed by humans so that any appropriate context is taken into account and the right enforcement action is taken. Our human moderators' work includes:

- Reviewing, investigating, and appropriately sanctioning content and profiles flagged by technology or surfaced by member reports.
- Reviewing appeals.
- Supporting members who report safety incidents and concerns via our Customer Support channels.
- Supporting the improvement and training of our automated moderation systems.

## Content moderation team training and support

We recognise that reviewing content can be challenging work, as teams may need to review difficult and graphic content in order to help keep our members safe. Bumble has made important investments to create comprehensive wellness

and resiliency programmes for teams moderating content. For example, we have programmes that offer psychological support to team members directly involved in content moderation as well as those in people management and support functions. These programmes include individual and group therapy sessions.

In addition to our wellness and resiliency programmes, we provide all human-led moderation teams with comprehensive training during onboarding and recurring refresher training, equipping them with the knowledge necessary to moderate content and behaviour on our platform in accordance with our Community Guidelines. Training is a fundamental aspect of supporting launches of new guidelines, member-facing products and features and internal tooling changes.

## Member controls

Our apps provide a variety of member-facing safety controls, including but not limited to Block, Unmatch, and Photo Verification, which empower people to take greater control over their interactions.

- Our **Block + Report** tool has made it easy for our members to report any behaviour to us that makes them feel uncomfortable or unsafe so that we can take appropriate action. Reports are kept confidential so that the reported individual doesn't know who reported them, and we encourage our community to use this function. This feature is easily accessible within the app, during any point of a member's dating journey.
- We know that a concern of victim-survivors is being unmatched by perpetrators of abuse or harassment after an incident has occurred in order to remove the evidence. Bumble's **Unmatch** feature has been specifically designed to provide a guardrail against this type of behaviour. After unmatching with someone, the conversation will disappear and the unmatched member won't be able to message the other member or see their profile. However, it preserves a conversation for our moderators, should the victim-survivor wish to make a report to our team. Victim-survivors who have concerns about the removal of evidence should know that this is protected against on Bumble.
- **Photo Verification** is a safety feature that's powered by both AI and a team of human moderators. Members have the ability to request that their matches photo verify their profiles to help them feel confident when interacting on Bumble. If a member doesn't pass our photo verification or our team of moderators have doubts, we may ask for ID verification or take other

action consistent with our policies.

- Our **Video Chat and Voice Call** feature allows members to connect with a match in the Bumble app without handing out personal information. To start a call, the member first has to match with someone. Once matched, a video icon and phone icon will appear in the top right-hand corner of the conversation screen. This provides the member with an opportunity to talk to a match before meeting.
- Our **Safety and Wellbeing Centre** provides tools and resources to help our members date safely, as well as ways to contact Bumble and third-party support providers.
- Members can '**snooze**' their account at any time if they need a time out.

## Partnerships

In 2021 we announced an industry-first partnership with Bloom, run by gender-based violence nonprofit, CHAYN, to provide complimentary online trauma support to members of our global community who experience sexual assault or relationship abuse. If someone within our community reports sexual assault or relationship abuse to our support team, they will receive free access to online trauma support.

# NOTICES AND TAKEDOWNS

## Reporting methods

Members have a number of ways in which they can report other members or specific content to Bumble.

### In-app

To report someone from their profile, members can scroll to the bottom of their profile and tap the "Hide & Report" button. To report a member from the Conversations menu, members can tap on the three dots in the top right-hand corner. To report specific messages, members can press the message and select "report".

### Help Centre

Anyone (i.e. logged-in members, logged-out members or non-members) can submit reports or inquiries via our Help Centre. Reports are reviewed and resolved by Bumble's content moderation team, or by our automated system.

### Kodex NGO cyber tipline

In 2023, Bumble Inc. expanded its partnership with Kodex (a secure data request portal) to host a dedicated referral pathway/cyber tipline for NGOs, charitable organisations, and advocates working with victim-survivors of physical violence, sexual violence, or technology-facilitated abuse. This allows them to report dangerous individuals who may be attempting to use Bumble. In 2025, we'll continue to invest in broadening the use and adoption of this cyber tipline with organisations from around the globe.

### Reports based on local law

Bumble has a broad spectrum of Community Guidelines that prohibit a wide range of content and behaviours that also violate the law. In accordance with the DSA, Bumble has set up an illegal content reporting flow, to enable members based in the European Union to submit reports when they believe content may be illegal.

Under this new reporting flow, members are asked to select a category of illegal content to report. Reporters are also asked to provide additional information, such as the country in question, and a clear explanation as to why they think the reported content violates the law. If the report is materially unsubstantiated, the report may be rejected. The reporter will be notified of this decision and provided

with an opportunity to re-submit their report with more information. This helps us properly and effectively consider and respond to each report.

The table below outlines reports we have received via our E.U. illegal reporting flow under the Digital Services Act, and any actions we have taken as a result of those reports.

Category of reported illegal content	Number of illegal content reports	Number of notices resulting in account termination under our Community Guidelines	Number of notices resulting in content removal under our Community Guidelines	Number of notices resulting in account termination due to alleged illegality	Number of notices resulting in content removal due to alleged illegality
Child Sexual Exploitation or Abuse	124	4	-	3	-
Fraud	134	2	1	2	1
Harassment	104	5	-	5	-
Hate Speech	277	6	7	6	7
Illegal Goods or Services	168	16	13	14	13
Physical or Sexual Violence	237	2	-	2	-
Terrorism	177	4	1	4	1
Other Illegal Content	215	8	9	7	8

### Reports processed by automated means

All reports of illegal content under the DSA are processed by human review.

### Median time needed for taking action

The median time needed to take action on reported illegal content is 2.9 calendar days.

### Reports submitted by trusted flaggers

We did not receive any trusted flagger reports in the reporting period. Information will be contained in our next report where relevant.

# BUMBLE'S OWN-INITIATIVE CONTENT MODERATION

As described in the Content Moderation Overview, we work proactively, including through the use of automated tools, to identify content or behaviour that might be harmful and violate our Community Guidelines, so we can take swift and appropriate action.

## Indicators of accuracy, error rates, safeguards for automated tools

We are always striving to improve the precision rates of our automated tools but recognise that sometimes we may make a mistake. If our members believe we have made an error, they have a path to appeal our decisions.

While various types of automation necessitate different and overlapping techniques for assessing accuracy, an indicator of accuracy across all automation techniques is the automation overturn rate: the percentage of accounts actioned using automated means that are later reversed. While not all reversals are errors and not all errors are reversed, the metric still is a directionally approximate indicator of accuracy.

For this reporting period, the approximate accuracy rate for our automated moderation technologies and the corresponding error rate are outlined below.

Accuracy rate	Error rate
97.8%	2.2%

### Limited visibility

We limit account visibility in instances where a member is required to photo verify. The below table outlines actions that limited visibility during this reporting period.

Community Guidelines violation category	Accounts where Bumble limited visibility (actioned manually by moderators or by automation)	Accounts actioned by automated systems
Adult Nudity and Sexual Activity	6,388	6,379
Bullying and Abusive Conduct	1	-
Child Sexual Exploitation and Abuse	-	-
Commercial and Promotional Activity	919	916
Controlled Goods and Substances	19	19
Dangerous Organisations and Individuals	-	-
Identity-Based Hate	-	-
Inauthentic Profiles	178,744	48,689
Misinformation	-	-
Physical and Sexual Violence	-	-
Scams and Theft	60,647	60,496
Sexual Harassment	2	1
Spam	45,750	45,735
Suicide and Self-Injury Promotion	-	-
Violent or Graphic Content	-	-
Platform Manipulation (ban evasion)	132,855	132,615
Other	135	17

## Content removal

The table below outlines content removal or account termination actions we took during this reporting period.

Community Guidelines violation category	Number of accounts terminated (actioned manually by moderators or by automation)	Number of pieces of content removed (actioned manually by moderators or by automation)	Number of accounts and /or pieces of content actioned by automated systems
Adult Nudity and Sexual Activity	13,913	1,678,875	494,422
Bullying and Abusive Conduct	304	540	153
Child Sexual Exploitation and Abuse*	1,286	124,863	53,851
Commercial and Promotional Activity	2,227	5,498	3,245
Controlled Goods and Substances	123	123,470	26,153
Dangerous Organisations and Individuals	15	2	-
Identity-Based Hate	85	3,733	2,692
Inauthentic Profiles	7,357	2,977,138	750,473
Misinformation	1	54	6
Physical and Sexual Violence	1,051	-	-
Scams and Theft	68,583	174	64,149
Sexual Harassment	6,419	494	475
Spam	6,052	60,061	25,378
Suicide and Self-Injury Promotion	4	8,019	1,825
Violent or Graphic Content	4	54,146	15,117
Platform Manipulation (ban evasion)	74,203	-	71,917
Other	10,931	1,728,942	1,475,404

\* Content removed under the Child Sexual Abuse and Exploitation policy includes non-abusive imagery of under-clothed or unaccompanied children posted by adults.

# APPEALS RECEIVED THROUGH BUMBLE'S INTERNAL COMPLAINT- HANDLING SYSTEMS

In the following section, we refer to our internal complaints handling systems as "appeals". After Bumble's initial sanctioning decision, the reporter and reported member are notified of the decision and given the option to appeal it.

As outlined above, members can report content and conduct that may violate our Community Guidelines using our in-app reporting features, and anyone can report incidents to us via the Contact Us form on our Help Centre page. Members also have the option to report content as illegal content in line with Article 16 of the DSA.

We offer the possibility to appeal the actions we take on reports about alleged illegal content or content that violates our Community Guidelines. Likewise, if the reported content or conduct is deemed not to violate our Community Guidelines or is deemed not illegal, the reporter can request a review of that decision.

## How to appeal

Members and non-members can appeal decisions taken by Bumble on their content or account via links on our Help Centre and in our Community Guidelines, which are accessible via our app and website. For illegal content and Community Guidelines violations, members can appeal the decision via links provided in a statement of reasons they receive.

### Basis for appeals

When appealing a decision, in many cases, members and non-members can include a written explanation to set out the basis of their appeal, which may accordingly vary across instances of appeal.

Bumble reviews appeals and notifies members of decisions. The appeals include appeals from reporters (i.e., when a member's report is rejected) and appeals from reported parties (i.e. when a reported party's account or content is actioned).

The table below reports the number of appeals received during the reporting period, the number of appeals granted (i.e. where Bumble reversed its initial decision), and the median time from appeal to decision on appeal. Certain appeals may be initiated, but not resolved within the reporting period; those appeals are excluded from the median time calculation.

Number of appeals	Number of appeals granted (i.e. resulting in accounts reinstated or content restored)	Median time
29,229	4,350	8.6 hours

### Account suspensions

We may terminate (permanently ban) accounts for violations of our Community Guidelines, including where:

- The member does not meet the minimum age at the time of use, or other requirements as indicated in our Terms of Service.
- The account impersonates another person or entity in a deceptive manner.
- A member has been found to commit a severe violation on their account (such as promoting or threatening violence).
- An account has been previously warned and reaches the strike threshold under a policy.

For this reporting period, Bumble did not impose suspensions on accounts for the frequent provision of manifestly illegal content. Bumble did not suspend the processing of illegal content reports or complaints due to individuals frequently submitting manifestly unfounded notices or manifestly unfounded complaints.

### Out-of-court settlement body disputes

We did not receive notice of any disputes submitted to out-of-court dispute settlement bodies during this reporting period.

# ORDERS RECEIVED FROM MEMBER STATES' AUTHORITIES

## **Government requests to remove content**

Bumble did not receive any requests under this section.

## **Government requests to provide account information**

We may receive information requests from government authorities or law enforcement in the European Union for member information. We have a dedicated law enforcement operations team that handles these cases. Each request is evaluated on a case-by-case basis and in accordance with our law enforcement guidelines and applicable privacy laws. Our policies and procedures govern how we handle and respond to such requests, and we only disclose member data where a request is received via our secure portal (Kodex) and based on a valid legal process.

### **Median time needed to inform government authority of receipt of order**

We acknowledge receipt of an order from a government authority submitted through our dedicated channel immediately, by sending an automatic acknowledgement.

### **Median time needed to give effect to the order**

The median time between receipt of a valid order from a government authority, submitted through our dedicated channel, and Bumble either providing the requested information, or otherwise providing a substantive response to the government authority issuing the order, is 2.1 hours.

The table below outlines reports received requesting account information.

Member State	Number of government requests	Cases where some information was provided*
Austria	3	-
Belgium	1	-
Bulgaria	-	-
Croatia	-	-
Cyprus	-	-
Czech Republic	3	-
Denmark	-	-
Estonia	-	-
Finland	-	-
France	4	-
Germany	6	-
Greece	-	-
Hungary	-	-
Ireland	6	-
Italy	1	-
Latvia	-	-
Lithuania	-	-
Luxembourg	-	-
Malta	-	-
Netherlands	1	-
Poland	-	-
Portugal	-	-
Romania	-	-
Slovakia	-	-
Slovenia	-	-
Spain	4	-
Sweden	2	-

\* User data requests from European law enforcement agencies are handled via the Mutual Legal Assistance Treaty process.

# AVERAGE MONTHLY ACTIVE RECIPIENTS FOR EACH MEMBER STATE

Every six months, Bumble publishes information on the average monthly active recipients in the E.U., as required by Article 24(2) of the DSA. The average number of monthly active recipients on Bumble in the European Union for the period of July 2024 - December 2024 was well below 45 million.

## CONCLUSION

Our top priority is keeping our members safe. We continue to invest heavily in measures that take action against content and conduct that violates our Community Guidelines and in technologies that prevent bad actors from causing harm on our app. Additionally, we are committed to continually reviewing our Community Guidelines, reporting capabilities, and policies to ensure Bumble continues to be a safe place where people can build kind connections.

